

Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Milwaukee County Breastfeeding Coalition

Contact Information

Main Contact Person Jodi Klement
Title of Main Contact Milwaukee County WIC Nutrition and Breastfeeding Coordinator
Agency Affiliation of Contact Division of Public Health
Contact Phone Number 414 227-4918
Contact Email Address klemej1@dhfs.state.wi.us

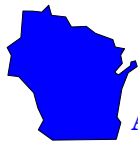
Program Information

Type of Program Coalition
Year Coalition was Formed 1992
Primary program focus Nutrition
Region Southeastern
County Milwaukee
Coalition Web Site Address

Program Information

Represented Groups on Coalition Community Government Health Care Health Dept University WIC	Represented Professions on Coalition Dietitian Educator Nurse Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Chapter of the African American Breastfeeding Alliance

Intervention Information

Type of Intervention: Nutrition Event
Focus Area: Breastfeeding
Intervention Site or Setting: Community
Scope of Intervention: County
Target Audience: Black, Both genders All ages
Total Population in Area Served:
Number of Participants:
Implementation Status: Ongoing

Partners:
Unique Funding:
Evaluation:
Evidence-Based or Best Practice based on

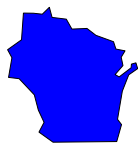
Products Developed or Materials Used:

Fathers Supporting Breastfeeding Posters and videos African American Guide to Breastfeeding Best Start Social Marketing's Breastfeeding Loving Support materials

Intervention Description:

Materials were distributed throughout the community. Currently, there are monthly support groups being held for pregnant and postpartum African American women.

A Wisconsin Nutrition and Physical Activity Intervention



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Intervention Name

Breastfeeding Community Resource Cards

Intervention Information

Type of Intervention: Nutrition Resources
Focus Area: Breastfeeding
Intervention Site or Setting: Community
Scope of Intervention: County
Target Audience: All races, Female Ages 12-19, 20-39
Total Population in Area Served:
Number of Participants:
Implementation Status: Ongoing

Partners:

Unique Funding:

Evaluation:

Evidence-Based or Best Practice based on

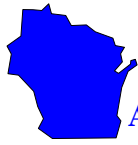
Products Developed or Materials Used:

Breastfeeding Community Resource Cards

Intervention Description:

The resource cards have information on where and when to call for help with breastfeeding in Milwaukee County. They are given out at all area WIC clinics and hospitals, and other places.

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Intervention Name **Breastfeeding Ad Campaign**

Intervention Information

Type of Intervention: Nutrition Event
Focus Area: Breastfeeding
Intervention Site or Setting: Community
Scope of Intervention: County
Target Audience: All races, genders and ages
Total Population in Area Served:
Number of Participants:
Implementation Status: one-time

Partners:
Unique Funding:
Evaluation:
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Intervention Description:

Loving Support ads, scrolling text messages, and the breastfeeding Ad Council ads ran on the Milwaukee County Transit Buses on transit TV's (about 400 buses) summer of 2004 to fall of 2004.

A Wisconsin Nutrition and Physical Activity Intervention